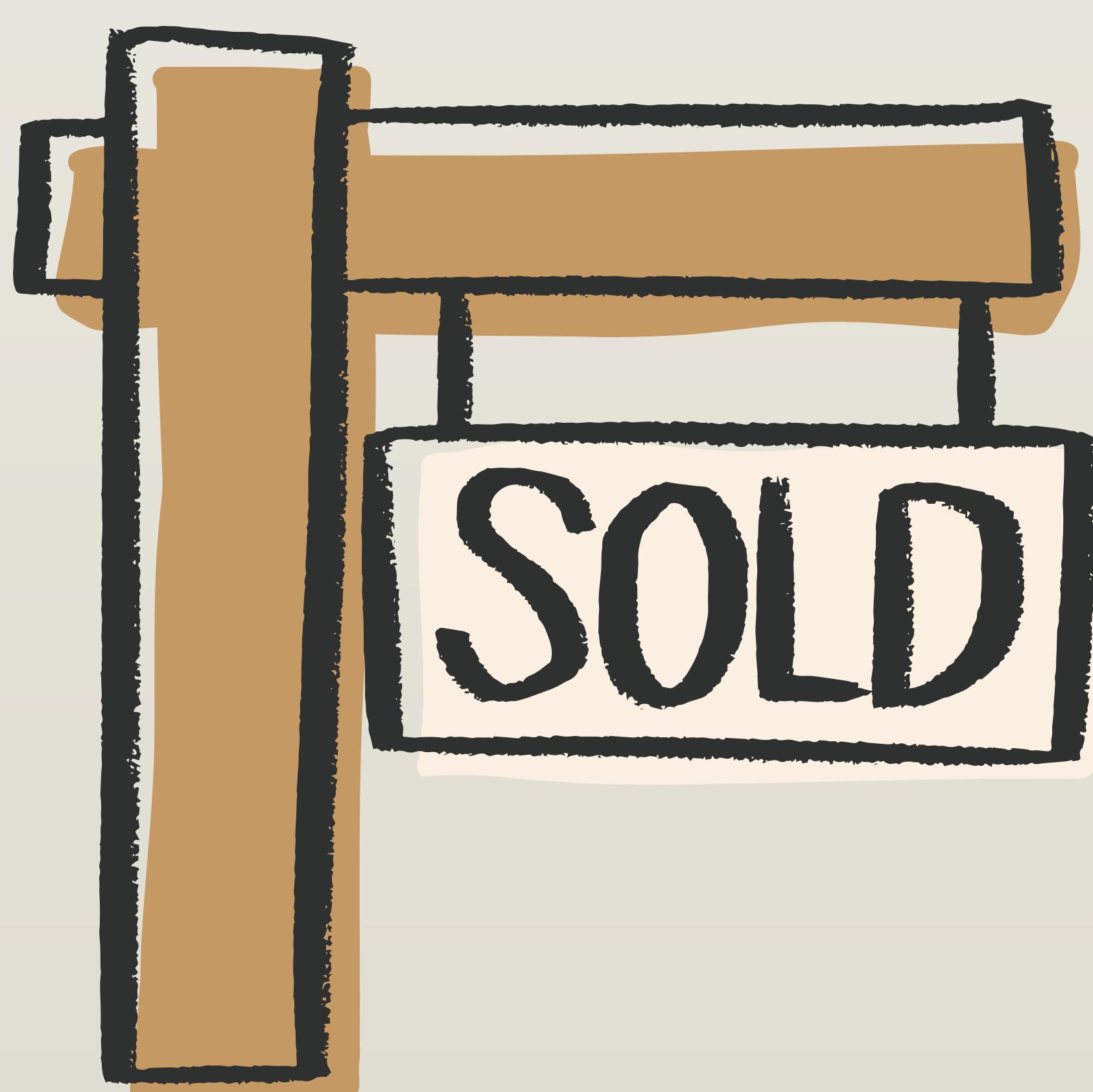
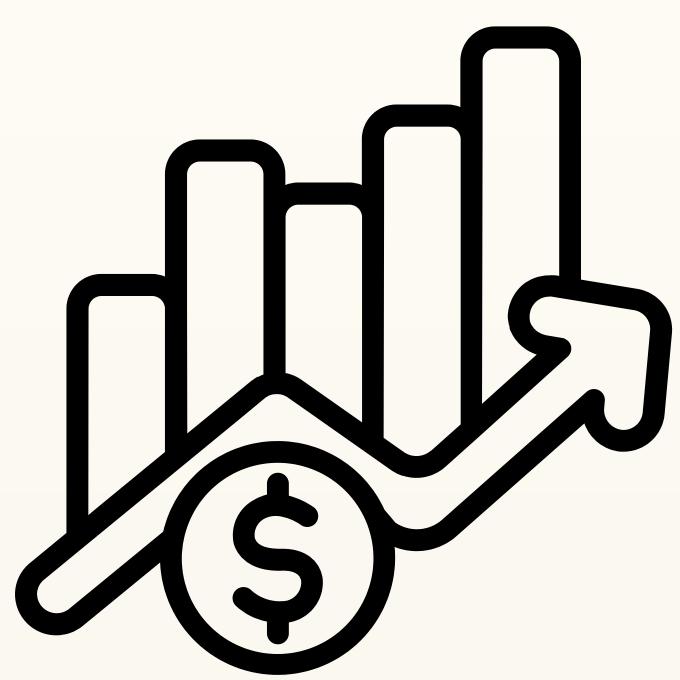




# Sell Faster in 2025 Realtors Painting Playbook



An Exclusive Guide From  
Atlas HomeServices



## 60-100% ROI On Listing

- RE/MAX, Toronto's top real estate brokerage firm found in a survey that interior paint job has 60% ROI on average.
- The BREL team wrote the ROI could be up to 100+%.



## Faster Sale

- A fresh coat of paint with a neutral color enhances speed up the sale by enhancing first impression buyers have.



## Wider Buyer Pool

- More buyers are attracted due to professionally staged appearance.

## Cited Sources

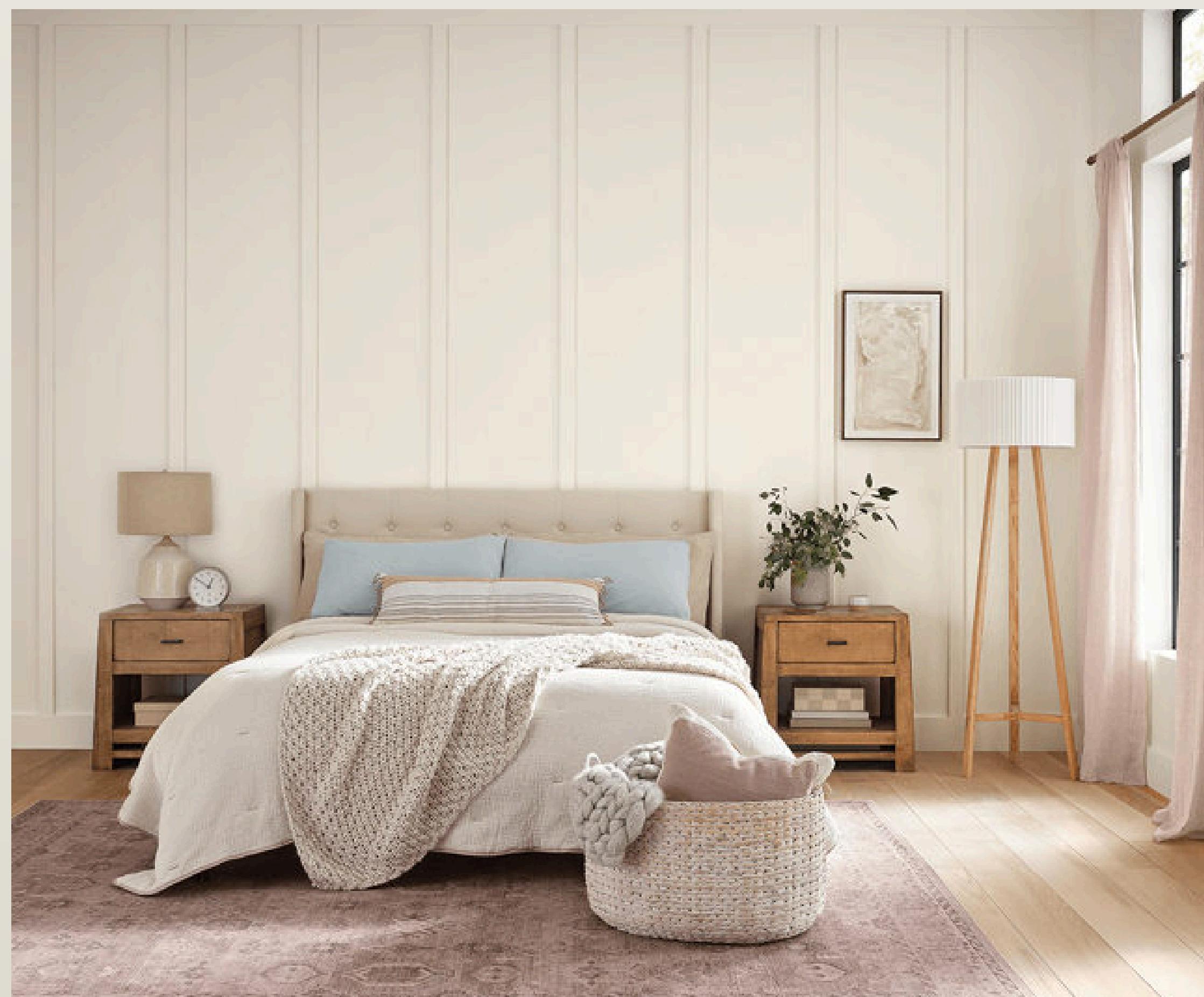
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# The Sophisticated Warm Off-White



Benjamin Moore  
'Swiss Coffee' OC-45

Sherwin-Williams  
'Alabaster' SW 7008



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# The Nuanced Beige



Benjamin Moore  
'Pale Oak' OC-20

Sherwin-Williams  
'Shoji White' SW 7042



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# The Earthy Green-Gray



Benjamin Moore  
'October Mist' 1495

Sherwin-Williams  
'Evergreen Fog' SW 9130



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# The Versatile Greige



Benjamin Moore  
'Edgecomb Gray' HC-173



Sherwin-Williams  
'Agreeable Gray' SW 7029

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